



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: {No. 10 SPRUCE STREET, NEW YORK.  
{No. 135 FLEET STREET, E. C., LONDON.

Vol. IX.

NEW YORK, JULY 19, 1893.

No. 3.

## Why

should you advertise? Because in no other way can you make a reputation for what you have to sell and create a demand for it.

## Where

should you advertise? Where the people read, think and buy, and have the wherewithal to buy with. There is no section of this great Republic where this condition so generally exists as in California.

## What

should you advertise in? The daily newspaper, and the one which is in touch with the thinking, reading and buying classes—the great middle, well-to-do, trading and farming people, who come to the front in all countries; that newspaper of the highest intelligence, largest energy and widest circulation. There is but one in California—

## The San Francisco Examiner.

E. KATZ, EASTERN AGENT,  
186 and 187 World Building, New York.

If fewer goods are sold in summer than in cold weather, it is mainly because less effort is made to sell them.

With the same effort, there is no reason why as large sales should not be made for seasonable merchandise.

Many people presume that because the weather is warm, trade must stand still.

Such a presumption is absurd.

The world revolves in July as well as in January.

A July dollar is just as valuable as a January dollar.

Summer advertising captures summer dollars.

---

The 1400 Local Weeklies of the Atlantic Coast Lists are valuable for advertising all the year round.

They reach one-sixth of all the country readers of the United States all the year round.

It requires but one order and one electrotype to do it.

Catalogue and information free.

---

*ATLANTIC COAST LISTS,*

*134 Leonard Street, New York.*

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. IX.

NEW YORK, JULY 19, 1893.

No. 3.

## THE "PRINTERS' INK" DINNER.

### A BRILLIANT GATHERING.

On Tuesday, June 27th, ultimo, there assembled at the Holborn Restaurant, London, a remarkable gathering of leading advertisers, convened with the expressed purpose of celebrating their enthusiasm for the art of advertising, and for PRINTERS' INK as its most prominent exponent.

Nearly every English advertiser of the first rank was either present (in person or by representative), or sent expressions of sympathy with the occasion and of regret at unavoidable absence. The chair was taken at 7 p. m. by Mr. Thomas J. Barratt, of Pears' Soap, who had for his *vis-a-vis* the no less celebrated Joseph Beecham, of pillular fame. Among the guests present were, recognized by the reporter: Messrs. Samuel Clarke (Clarke's Night-lights), J. H. Bollman Condy (Condy's Fluid), J. B. Donaldson (Armour & Co.), Geo. Dickman (Kodak), Gosnell (Cherry Blossom), C. S. Stemp (Guy's Tonic), J. Piggott ("My" Tailor, "My" Hatter, etc.), R. J. Davis (Scott's Emulsion), T. Balls (Keene's Mustard), F. Derry (Dorothy Dentifrice), J. Beazley (Frederick's Peppercettes), T. W. Davies (Burroughs, Wellcome & Co.), Alderman Alf. Cooke, J. P.,

J. E. Cockett (W. H. Smith & Son), Walter Hill, G. W. Stemp (of the New Corn Exchange), T. H. B. Long (Brighton), G. F. Reckett (Reckett's Blue), McAdam (Rizine Food Co.), N. Mitchell (Pulvermacher's Belts), Harness (Medical Battery Co.), Roe (Carbolic Smoke Ball), Farson (United Kingdom Tea Company), S. Kutnow (Kutnow's Carlsbad Powder), Jesse Boot (Boot's Pure Drug Co.), W. Geddes (Vogeler Co.), and F. W. Sears and T. B. Russell, respectively publisher and London correspondent of PRINTERS' INK, in addition to a number of other gentlemen. The Meister Glee Singers, a quartette under the leadership of an American, were responsible for the musical part of the programme, which, it may be said at once, was most ably carried out, to the great enjoyment of all present.



MR. THOMAS J. BARRATT,  
Managing Director of Pears' Soap.  
Chairman of the PRINTERS' INK Dinner.

The chairman, having called the meeting to order at the conclusion of dinner, proposed the formal toast of the Queen's health, making appropriate allusion to the recent loss of the great ironclad which bears her name, and to the approaching marriage of her grandson, the Duke of York.

Mr. Sears, London publisher of PRINTERS' INK, to whose untiring energy and resource the success of the gathering must be, in great measure, ascribed, read extracts from the letters

of regret sent by a large number of absentees, among whom may be mentioned Mr. John Morgan Richards (unavoidably detained by a prior engagement), Sir John Blundell Maple, M. P. (Maple & Sons); Messrs. Crosse & Blackwell, Messrs. Goodall, Backhouse & Co. (Leeds), Mr. T. Young



MR. JOHN BEAZLEY.

Kelley (Nubian Blacking), Mr. Densham (Mazawattee Tea Co.), Mr. T. J. Lipton, Mr. Alex. Leckie (Van Houten's Cocoa), and Mr. Fry (Fry's Cocoa). The chairman, who was received with loud cheers, then addressed the assembly. He said that the agency responsible for calling together the meeting he had so much pleasure in addressing was the valuable and enterprising little journal, *PRINTERS' INK* (cheers). The scope of the company that night embraced, not only the advertisers themselves, but representatives of every business and profession allied with them. We had advertisers here to-night, we had newspaper proprietors, we had printers, we had chromo-lithographers, we had mural advertisers, we had advertising agents; we were a very mixed assembly in respect of our varied capacities, but we had all of us identical interests (hear, hear). He was not aware of any previous meeting where so very important a gathering of men of those interests had been brought together. The company present represented he did not know how many millions sterling of rendering expenditure per annum (hear, hear) in the various communities with which they are connected. We knew that we were intimately allied with the public every day of our lives, and yet he did not think that the public actually realized the importance (if he might be egotistical enough to say so) of ourselves. Of course, without the advertisers, no man could read his *Times*, his *Standard*, his *Daily Telegraph*, his *Daily News*. Except for the assistance of the houses represented here to-night (cheers) the *Times* could not be pro-

duced for three pence, or the other papers for a penny or half-penny. Very largely our instrumentality was to be credited with the gathering of news all over the world. Now, if we might claim so much importance in connection with the press, he thought we were entitled to a large amount of recognition on the part of the press itself (hear, hear), and were entitled to its assistance and sympathies whenever our common interests were assailed. Most advertisers would admit, and certainly it was his own experience, that the press always did come to our aid when called upon. He was glad to take this opportunity to promote the acquaintance of every advertiser with his fellow advertisers (hear, hear). He thought that, although the present was only a social entertainment, at some period advertisers might, perhaps, arrange among themselves a club, a guild, or an association of some character for their common interests (loud and prolonged cheers). He was glad to recognize the fact that to-night we had made each other's personal acquaintance, and that we were prepared when the time arrived, and he thought it would be in the immediate future, to make the suggested combination for our common good and our common information, because there are many ways which would present themselves to gentlemen here to-night in which such an association could be not only useful but profitable to us all.

There was one important point which he would like to touch upon. He was sometimes told that an advertised article was rendered dearer as the result of advertisement. But he did not think it required any one to be at all deeply versed in mathematics to know that a very large business conducted on a very small percentage of profit may yield a very large income; and if by means of advertising a large turn-over results, a very minute percentage of profit only needs to be left to insure a large income. In his own firm they



MR. C. A. GOSNELL.

were able to sell a better article, in spite of an average expense of, say, £100,000 a year advertising, at a lower price than when they did not advertise so extensively (laughter).

Mr. C. B. Harness said this gathering had met by an invitation which all on to "chaff" generally, saying that



SOME LEADING ENGLISH ADVERTISERS.

H. DAVIS.  
GEO. DICKMAN.

H. J. BOLLMAN CONDY.  
S. KUTNOW.

ALEX. D. MITCHELL.  
R. J. DAVIS.

had had pleasure in accepting, to see if we could not make our profession of advertising—for it *was* a profession and must be so studied—take a higher rank than it had hitherto done. The chairman had a great advantage in being able to make his advertising at future gatherings editors of papers ought to be brought in, so that they might be taught how advertisers were their friends, and should be treated accordingly with great consideration. Advertising was a young business, comparatively; in the last fifteen years it

had made immense strides. The outcome of the meeting, he believed, would be the advancement of advertising all round, and the removal of friction, because when advertisers knew each other personally they would be less ready to create competition or tread on each others' toes.

Mr. Alf. Cooke gave entertaining reminiscences of his connection with printers' ink, "without caps," from the time of his boyhood in the press-room, at four shillings a week, to the present day. He eulogized the American nation and the American advertisers represented in England, with whom he hoped all English advertisers would bring themselves ever more and more into touch.

Mr. Walter Hill claimed that there was nothing like advertising, and he would like to add "nothing like mural advertising," though that branch was more attacked than any other aspect of the profession. He believed that the time was come for advertisers to take counsel together to protect their interests.

Mr. J. E. Cockett, representing the great house of W. H. Smith & Son, who probably handle more of the newspaper trade than all other houses combined, and are extensive contractors for railroad advertising also, after a brief allusion to the celebrated journal, PRINTERS' INK, which was the occasion of that great and unexampled gathering, gave a most amusing series of anecdotes gleaned from his thirty-



MR. JOHN LAYTON.

three years' experience of the trade and profession of news-vending and advertising. He read an extract from George Eliot's *Life*, in which she says: "I fancy that the placarding at railway stations is an effective measure, for Ruskin was never more mistaken than in asserting that people have no spare time to observe anything in such places. I am a very poor reader of advertisements, but even I am forced to get them unpleasantly by heart at the stations." This quotation, evidently regarded as a clever piece of

*ex parte* pleading, was received with great hilarity. Mr. Cockett went on to say that it was one of his duties to examine innumerable inventions for mural advertising. They always seemed to refer to two or three typical advertisements and to be based on the idea that the proprietors of these advertisements were old women, lunatics, or infants, for they seemed to assume that these advertisers knew nothing at all about the matter (laughter).

Mr. Leighton, a near relative of Sir Frederick Leighton, President of the Royal Academy of Arts, made an interesting speech on the function of beauty in advertising.

Mr. Mitchell (Condy & Mitchell), in a brief address, proposed the health of the chairman, and three cheers were given, with much enthusiasm, for Mr. Sears, organizer of the gathering. The formal proceedings then terminated, but a large company remained in conversation and mostly left at a late hour, the unanimous opinion being expressed that a most enjoyable meeting had been held and that much good should come out of it.



MR. ALF. COOKE.

## HOW TO CHECK ADVERTISEMENTS.

By Top O'Collum.

SAVANNAH, Ga., July 5, 1893.

Editor of PRINTERS' INK:

We are advertising, as you know, in a great many newspapers (probably about 1,500), and we are at a loss to know how to check up the locals—that is to say, how to keep track of them so as to know whether publishers change them in proper rotation. Will you kindly tell us how we can manage this? Our space for filing newspapers is very limited, and as soon as we get them checked we are obliged to throw them away. Our contracts call for a change in locals every two weeks.

LIFPMAN BROS., Wholesale Druggists.

Any advertiser who attempts to do a large line of advertising without the assistance of an agent is likely to find this matter of checking insertions a puzzling problem. The best way in which to answer the inquiry raised in the above letter will be to describe in detail the system that is in use at a

leading New York advertising agency, and that long experience has proved to be well adapted to the purpose.

The newspapers as they are received from the post-office are opened by boys and folded uniformly in oblong shape, so as to bring the name of the paper and the place of publication on the outside. They are then arranged alphabetically, being graded according to States, towns and names of papers.

When this has been done the papers pass into the hands of the checking clerks, to each of whom is assigned a certain territory. These clerks are equipped with cards, one for each paper and each advertiser. The cards measure about 8 by 4½ inches, and, at the head of each, space is allowed for this information to be supplied :

Name of paper ; issue ; place ; State.  
Date of order.  
Order book and page.  
Name of advertiser or advertisement, or both.  
Space.  
Time.  
Position.  
Date of first insertion.

In the arrangement of the remainder of the card a distinction is made between dailies and papers not issued so frequently. For weeklies the card is ruled in this fashion :

RECORD OF INSERTIONS.				
Months.	Dates.			
_____				
_____				
_____				
_____				

When the paper is received the date of the issue is written in the upper left-hand corner of the proper space. Private marks are used to indicate the following points :

First insertion.  
Correct insertion.  
Incorrect as to position.  
Short space.  
Omission.

Marks are also used to indicate whether the publisher has been written to in regard to some error. Thus, when the publisher's bill is presented, a glance at the card will serve to show whether the work has been properly done. Take the case of Messrs. Lippman Bros., who wish to keep a record of changes of local notices. Manifestly the way to do this is to have each "local" designated by number. It is not necessary to have the number

appear in the printed ad, but only on the proof used by the checking clerk.

Then, as each paper is received, the number of the local notice is written in small figures on the card above the date of its publication. As for example :

	24	25	26
July.....	<u>1</u>	<u>8</u>	<u>15</u>

It is an easy matter, then, for the advertiser to find out just how the notices are being changed in the different papers. If, for example, the checking-card shows that on July 15 notice No. 27 was inserted instead of No. 26, the advertiser may call the publisher's attention to the error, and, if the contract so stipulates, claim a reduction. An advertiser of long experience informs me, however, that it is not wise to tie up the publisher by too many conditions. The effect of so doing is to make the advertising cost more to the advertiser. Instead, he uses a system of postal-card notifications, and as soon as an error of any sort is noted the checker brings it at once to the attention of the publisher, so as to avoid a repetition of the mistake. A special sign is used on the card to denote that the paper has been written to in this way.

In checking advertisements in dailies it is necessary to have differently arranged cards. Figures from 1 to 31 are ranged across the card lengthwise. The checking clerk makes his mark in black pencil directly over the proper figure. As the figures have been printed in pale ink, the pencil-marks show over them distinctly. According to this system it is possible to keep on one card a record of the appearance of an advertisement in a daily for fifteen months ! As this necessitates some 450 separate entries, it would appear that this system is well adapted for compactness and ready reference.

In connection with the checking cards an "order book" is used. In this book the terms of the contract are entered as soon as made, and from it the checking cards are made out. For short-time orders, or those calling for single insertions only, there is no need of checking cards, and the ad may be checked directly in the book.

Some advertisers use books altogether for checking purposes, instead of cards. A book specially ruled for such use is published by Howard

Challen. The card and book systems have their special advantages and disadvantages. Some prefer the cards because they can be removed upon the expiration or cancellation of contracts, and the checker need have before him only live orders. On the other hand, some advertisers prefer to use a book because it is possible to get on a single page the record of a considerable number of papers.

Probably no perfect system has been invented by any one, but it would be interesting if advertisers whose methods of checking ads differ from those mentioned in this article were to describe them in future issues of PRINTERS' INK. I think enough has been shown at the present time, however, to assist any advertiser who has not gotten beyond the preliminary stages of the checking problem.

#### WILL CONFISCATE NEWSPAPERS.

*From the St. Louis Chronicle.*

Speaking of the recent advertisements in various papers of the Montana Mining, Loan and Investment Company of Butte, Mont., Post-Office Inspector Dice says:

"Haupt, President of the so called Montana Mining, Loan and Investment Association, was arrested at the instance of Post-Office Inspector Bedell of Butte, Mont., August 2, 1892, and was indicted in the United States District Court of Montana, November 19, 1892, for the violation of Section 3894 (the lottery section), as amended September 19, 1890. The trial of his case is set for the September term of 1893.

"The mail of said concern was declared fraudulent and the Postmaster-General issued an order directing the Postmaster at Butte, Mont., to return registered letters and to withhold payment of money orders directed to it.

"In case the advertisements of the concern are duplicated by the newspapers to-day their editions will not be permitted to circulate through the mails."

#### "BEFORE AND AFTER."

*From the New York Sun.*

It is really surprising what a difference there is between the "before taking" and "after taking" people in the patent medicine advertisements. Not merely in facial appearance, because that is to be expected, but in clothes. Before taking a certain wonderful panacea the patient is not only haggard and distressed, but his shirt is rumpled, his collar wilted, his coat shabby and badly fitting, his hair uncombed. After taking, his shirt and collar are freshly laundered, his coat set snugly on his rounded form, he has acquired a diamond stud, and his hair is not only combed but curled. A provincial furniture dealer, advertising in the same spirit, shows the people who use his furniture revelling in all the enjoyments of wealth and health, while the family that puts up with ordinary furniture is discovered to be torn with internal dissension, half fed, dowdily dressed and afflicted with freckles. The windows are broken and a younger son is teasing the cat.

#### THE NEWSPAPERS OF DAVENPORT, IOWA.

*Inspired by Chris. W. Schlegel, of the Leader.*

So far as it relates to Davenport papers, the American Newspaper Directory, I say frankly, contains a mass of errors.

*Der Democrat* is not a Republican paper.

The *Leader* is printed every evening except Saturday. The daily *Leader* is rated H (over 2,250), and the rating is doubted; while the *Leader's* worthy competitor, the morning and evening *Democrat*, is rated G (over 4,000), and not questioned. The *Leader* runs this bold statement every day: "The largest circulation of any daily in Davenport," and its assertion is unchallenged.

There is not a paper in Davenport that dares to compare actual circulation with the *Leader*. The evening *Democrat* has a good circulation, but the morning issue is nearer J (over 800) than G (over 4,000). The Directory is also in error on the circulation of the *Tribune* (daily H, weekly H) and the *Times* (daily H, weekly G). That of the *Iowa Reformer* (daily, over 800, weekly, over 2,250) is no doubt correct. The *Advance* and *Inter-State Press* are unknown in Davenport, as is the *Northwestern News*. They are all printed in one shop, and I absolutely know that the circulation of the *Advance* is three quires; that of the *Inter-State Press* six quires, and that of the *Northwestern News* twelve quires. I can secure affidavits to prove it if necessary. The circulation of the *Iowa Catholic Messenger* is under-rated. The rating should be better than G (over 4,000). We do the press work for that paper, and therefore know.

The *Children's Home Finder*, *Church Bells*, *Iowa Churchman* and *People's Union Mission* are church papers, and I do not know anything about their circulation, or that of the *Tri-City Industrial News* and *Social World*.

I believe the *Leader* entitled to a better rating. It need not be guaranteed. The *Leader* is the only eight-page paper in Davenport. Let any one compare it with any or all of the others, and note the local advertising. It carries more than double the amount of any other local paper. If it were not Davenport's largest, best, and brightest paper, and if it had not the largest circulation, it could not carry this business at home. This is self-evident.

#### LEXINGTON, KY.

Referring to the article on Lexington, Ky., newspapers, which appeared in PRINTERS' INK, July 5th, Sam. J. Roberts, Editor of the *Leader*, says that the "Reporter on the Spot" made a mistake when he asserted that the edition of the daily *Leader* never falls below 2,600. It is the Sunday edition that always goes above 2,600—the daily keeps well above 2,100. Brother Roberts is as modest as he is honest.

#### THE CLIMAX.

If you're going to start a business,  
Found it on integrity.  
Build on that a reputation  
For unflinching energy.  
Add to these some perseverance,  
Add enough of enterprise,  
And it naturally follows  
You will also ad-vertise!





## ACTUATED BY SPITE.

It is believed that Mr. Wanamaker was actuated by spite in his attack upon **PRINTERS' INK**, and the decision of Postmaster-General Bissell is generally acknowledged to be a just one.—*Troy Press*, June 30.

## TARDY RECOGNITION.

**PRINTERS' INK**, the interesting and valuable trade journal issued by Messrs. George P. Rowell & Co., has been re-admitted to the mails as second-class matter. This is a reversal by Postmaster-General Bissell of his predecessor's unjust ruling, and is a tardy recognition of the unanimous opinion of the press.—*Lockport (N. Y.) Sun*, July 9.

## HIGHLY APPRECIATED.

The press of the country will be glad to know that that sprightly little journal, **PRINTERS' INK**, has at last been admitted to the mails as second-class matter. Its several pages of "original suggestions" in advertising are of incalculable value to any newspaper, and are surely highly appreciated by the fraternity.—*Upper Sandusky (O.) Chief*, July 7.

## SUE THE GOVERNMENT.

During Wanamaker's control of the Postal Department, **PRINTERS' INK**, a decidedly interesting little weekly paper, published for the instruction and edification of advertisers and newspaper men, was prohibited from using the mails at second-class or newspaper rates. Why this ruling ever was made no one seems to have found out. Although the postal laws are cumbersome and obsolete in many instances, **PRINTERS' INK** was clearly entitled to the privilege of newspaper rates. The publisher, Geo. P. Rowell, was compelled to pay many thousands of dollars extra in postage before, under the present administration, the ruling was reversed. If there is any justice to be obtained from suing the government, Mr. Rowell has an easy case to win.—*New London Day*, July 7.

## GENERAL BISSELL ENTITLED TO CREDIT.

The *Pioneer* is pleased to see that **PRINTERS' INK**, the lively little New York journal, is once more allowed to go through the mails as second-class matter. Newspaper publishers, aside from the politics, will always remember Wanamaker as a man who, apparently from personal motives, confiscated several thousands of dollars belonging to Geo. P. Rowell, much as the Czar of Russia, or some less enlightened potentate, would confiscate the money of a subject who had displeased him. Mr. Rowell's experience has revealed one dark spot in our government—the power of a government official to try a man and rob him of his property without the victim being able to appeal to the courts. Nowhere, that we are aware of, in this country, is a man denied an appeal to any impartial tribunal, except in the Post-Office Department. Postmaster General Bissell is entitled to a credit mark for having so promptly righted a wrong.—*Mandan (N. D.) Pioneer*, July 7.

## Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

**BLANK BONDS** wanted. **STANDARD**, Ash-tabula, Ohio.

**I WANT** ads written. A. D. PERKINS, 11 & 13 Center St., New Haven, Conn.

**WANTED**—Advertisements to write in rhyme. Address F. N. JONES, 243 Dearborn Ave., Chicago.

**POSITION** on weekly or daily paper. College graduate. Two years' experience. Reference: E. E. WEAVER, 514 James St., Lancaster, Pa.

**WE** will pay highest prices for *used Columbian* stamps, above the 2c. value. Any quantity taken. **CRITTENDEN & BORGMAN CO.**, Detroit, Mich.

**FIRST-CLASS** 19th century circulator for one of the leading newspapers of the U. S. Must have highest testimonials. Address "LIGHTNING," care **Printers' Ink**.

**UNMOROUS ARTICLES**—Average 1,400 words. "Tickling to death those while you wait." Publishers, send for specimens. **W. C. WELLS**, 119 DeKalb St., Chicago, Ill.

**WANTED**—CHAPTER MASONS to send ten cents in stamps for a handsome pocket-piece. Reference, First National Bank, this city. **W. S. ROBINSON**, Kenton, Ohio.

**I WANT** to find a printer and publisher with capital and plant large enough to annex another publication. Old-established and paying. Address "O., " care **Printers' Ink**.

**WANTED**—By young married man, position as editorial writer and telegraph editor or proof-reader. Experienced. Ill.—round printer. Address "XXX," care **Printers' Ink**.

**SPACE**—A new field. Wonders of the age. I write 1,000 word stories, technically correct, describing new mechanical inventions. Reading for all. "BRET," care **Printers' Ink**.

**EMBOSSESS** attracts trade. Ideas on every one of the 160 pages (9x12) of "A MIST OF HINTS" that are worth cost of entire book, \$2.00, post-paid. Send for sample page. **GRIFFITH, AXTELL & CADY CO.**, Embossers, Holyoke, Mass.

"**COIN**," an illustrated weekly, devoted to the interests of silver, and circulating throughout the West, wants a competent advertising man and representative in New York. Circulation last issue 10,769, and increasing. Address **COIN**, 115 Monroe St., Chicago.

**CORRESPONDENTS WANTED**—Everywhere! Bright young newspaper men run across paragraphs and news items daily that are exactly in **PRINTERS' INK**'s line. They must be of interest to advertisers. All such are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Articles of substantial value will be paid for in cash. Address all communications to **PRINTERS' INK**, New York.

**THE** Publishers of the American Newspaper Directory want an Agent, in every city and large town, to whom they may from time to time apply for information as to the relative standing, influence in the community, circulation, and consequent value to advertisers of the various newspapers issued in the place or vicinity. Neither the service which the agent will be called upon to render nor the compensation for the same can be very great. The agent must be of good character and have a respectable standing in the community. A reporter, a pressman or a local merchant (particularly one who advertises) would be competent. Correspondence is desired with persons competent to act, and who are willing to give the service required in consideration of a copy of the Directory yearly and a paid-up subscription to **PRINTERS' INK**. Applicants will please send to **AMERICAN NEWSPAPER DIRECTORY**, 10 Spruce St., New York.

**AN INTEREST** IN A MANUFACTURING ENTERPRISE of exceptional scope and worth! I control an invention (along with others) in relation to the mechanism of buggies, phaetons, surreys, etc., which is wonderfully good. Persons once knowing of its existence and use will almost universally deem it *indispensable* in any vehicle they buy. Hence our *exclusive* use of it will give us enormous prestige in the market. The consumption constituting our field is upwards of half million vehicles annually. The invention adds practically nothing to the cost, and does not alter the popular and salable forms of vehicles to which people are wedded. I have exhausted my resources perfecting these conditions and getting a factory finally started. I need some further funds to complete the inauguration of the enterprise, which, given a slight further impetus, has an almost unlimited future before it. I invite one or more fair-minded men to invest—will consider modest amounts as well as large ones. Integrity and legitimacy of the affair is absolute. Address "E. W.," care Brownell & Bruce, Masonic Temple, Cincinnati, O.

**WANTED**—Special advertising agency for New York, Philadelphia and Boston, for a live newspaper. The applicant can be relied on to furnish a paying business, and is, in all respects, a first-class man, personally acquainted with all general advertisers and agencies. Address "P. H. T. & CO., " Room 30, 335 Broadway, New York City.

**WHAT** can we do for you in Washington? Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to the ASSOCIATED INDUSTRIAL PRESS, 915 F St., N. W., Washington, D. C.

ADVERTISING AGENCIES.

**WILLIAM HICKS**, Advertising Agent. 150 Nassau St., New York.

**NEWSPAPER** Advertising and Purchasing Agency, 19 East 14th St., New York.

If you wish to advertise anything anywhere at any time write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

BILL POSTING & DISTRIBUTING.

**ALL** kinds of advertising distributed anywhere. A. H. DUREFY, Dolgeville, N. Y.

ADVERTISING NOVELTIES.

**RIBBON** badges embossed for the trade. Large best house in the country. Catalogues free. **HICKS & CO.**, Palmyra, N. Y.

**CLOCKS** for advertising purposes, by the hundred or thousand, paper-weight clocks with advertisement on dial. Address **SETH THOMAS CLOCK CO.**, 49 Maiden Lane, New York.

SUPPLIES.

**LEVEY'S INKS** are the best. New York.

**VAN BIBBER'S** Printers' Rollers.

**"PEERLESS" CARBON BLACK.** For fine inks—unequalled—Pittsburg.

**TRY TYPE** from **BRUCE'S NEW YORK TYPE FOUNDRY**, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

**THIS PAPER** is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 10 Spruce St., New York. Special prices to cash buyers.

**PAPER DEALERS**—**M. Plummer & Co.**, 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

FOR SALE.

**\$1 BUYS 4 lines** 50,000 copies proven. **WOMAN'S WORK**, Athens, Ga.

**GAZETTE ADVERT RECORD**—For papers, \$1. Testimonials. **GAZETTE**, Bedford, Pa.

**HANDSOME ILLUSTRATIONS** for papers. Catalogue, 25c. **AM. ILLUS. CO.**, Newark, N. J.

**HERE'S y'r chance!** Job printing office, doing good business; also bindery. Sell at inventory or less. Ill health. Lot cash for U. **GRIGGS & PERRY**, Brattleboro, Vt.

**OLD TYPE FOR SALE**—500 lbs. small pica old style; 350 lbs. brevier old style; 350 lbs. nonpareil modern; 250 lbs. minion modern. Cheap. **GUIDE'S PRINT & PUB. CO.**, Louisville.

**A FORTUNE**—Established proprietary specialty. Advertising done paid 300%. Small competition, large profits. Must be sold. \$3,000; time on part. Address "MILLS," Hinsdale, N. H.

**FOR SALE**—Mailing type outfit. 5,000 pounds brevier and long primer; must be sold; whole or in part. Make an offer. **COMMERCIAL-TRIBUNE PRINTING CO.**, Port Huron, Mich.

**FOR SALE**—Southern afternoon paper in city centrally located; 25,000 inhabitants; three through trunk lines; healthy. Large circulation; good advertising patronage. Address, for particulars, "S. A. P.," care Printers' Ink.

**OFFICE FOR SALE, VERY CHEAP**—A well-equipped, long-established book and job printing office in a live, growing city of 100,000 inhabitants. Independent steam power, 6 presses, power cutter, lots of type, fine location—splendid opening for active young men with moderate capital. Address **MASTERS & STONE**, Syracuse, N. Y.

**FOR SALE**—An established weekly journal, with complete printing outfit. Good circulation and fair list of advertisements. Only in its infancy; field immense and no competition. Entire or controlling interest offered at a bargain. \$3,000 to \$5,000 required. Address "R. J. G.," No. 311 Market St., St. Louis, Mo.

ADVERTISING MEDIA.

**SEATTLE TELEGRAPH.**

**ALBANY, N. Y.**—**TIMES UNION**, every evening, and **WEEKLY TIMES**, reach everybody. Largest circulation. Favorite Home paper.

**WE** reach the people—the **CANTON (Ohio) VOLKS-ZEITUNG**. Daily circulation 1,888; weekly, 1373. Only German papers in Stark county. Send for rates and sample copy.

**\$10** will pay for 5 lines of advertising 4 weeks in 100 Illinois newspapers having a guaranteed circulation of 1,000 copies per week. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., N. Y.

**COLUMBUS**, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. **THE OHIO STATE JOURNAL**—Daily, 12,500; Sunday, 17,000, and Weekly, 23,000—covers the field. All leading advertisers use it.

**THE JUDICIOUS ADVERTISER** always seeks to attract the attention of the greatest number. By using the **SPOKANE CHRONICLE**, the leading daily paper of Eastern Washington and Northern Idaho, this result is effected. It pays to keep everlastingly at it in a paper which everybody reads. Rates quoted upon application.

ADVERTISEMENT CONSTRUCTORS.

**ADS**, circulars and catch-phrases prepared. **SCARBORO**, Box 63, Station W, Brooklyn.

**ADS** of all kinds, primers, pamphlets and catalogues prepared in original, effective forms. Illustrations made and entire charge of mechanical work assumed if desired. Address **JOHN Z. ROGERS**, 769 Monroe St., Brooklyn.

PREMIUMS.

**NEW** illustrated catalogue of the best premiums for newspapers and manufacturers now ready. Send for it and get new business. **HOME BOOK COMPANY**, 142 & 144 Worth St., New York.

ADDRESSES AND ADDRESSING.

**A NEWLY-COMPILED LIST** of 22,000 advertisers, with their commercial rating, for \$15. For fuller information, address **PUBLISHERS' COMMERCIAL UNION**, Evening Post Building, Chicago, Ill.

ILLUSTRATORS AND ILLUSTRATIONS.

**HANDSOME ILLUSTRATIONS** for papers. Catalogue, 25c. **AM. ILLUS. CO.**, Newark, N. J.

MISCELLANEOUS.

**LEVEY'S INKS** are the best. New York.

**VAN BIBBER'S** Printers' Rollers.

**RIPANS TABULES** correct a bad breath and improve the complexion.

**HAND-BOOK OF ADVERTISERS**, \$1. Worth \$50. **FRANK I. SEFRIT**, Washington, Ind.

**PAPER DEALERS**—**M. Plummer & Co.**, 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

**1893 ADVERTISERS**. Over 2,000 of those who advertise in country dailies and weeklies. Just the thing to assist you in getting business. Gives names, addresses and ratings. Sure to make you business with a little solicitation on your part. Compiled for myself at great cost. Fits the pocket. Supply limited. Only \$1. Address **FRANK I. SEFRIT**, Washington, Ind.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

## PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:  
Two Dollars a year. Three Dollars a hundred;  
single copies, Five Cents. No back numbers.

GEO. P. ROWELL, PUBLISHER.

JOHN IRVING FOMER, EDITOR.

---

NEW YORK, JULY 19, 1893.

---

A few Englishmen recently dined together at the Royal Venetian Chambers in Holborn, and some one, on looking the assemblage over, estimated that the men there present pay out for newspaper advertising more than \$15,000 a day, or \$5,000,000 a year.

Their object in coming together had been to know each other better, get a \$20 dinner for a guinea, and talk up some plan by means of which the most valuable advertising should become obtainable on terms most satisfactory to those who buy and pay for it.

Anybody who looked at these hard-headed Englishmen, who throw out a million pounds sterling yearly in Bank of England notes, would see indications about them that the inflowing stream was still larger, leaving quite a golden reservoir with each kindly-visited but large-brained man.

Such men do not spend money in a haphazard way. There is a system. A careful army of clerks do the bidding of these commanders, but at the gathering here referred to only general officers were present—the advertising managers of Great Britain.

Mr. Thomas J. Barratt, who spends nearly as much money yearly in advertising Pears' Soap as Dr. Hoagland devotes to the announcements of the Royal Baking Powder in America, presided at the banquet, while the vice-chairman was Mr. Joseph Beecham,

who is worth, it is said, a guinea for every box of pills he sells in a year, and that is more than one a minute.

The most surprising thing about the dinner, perhaps, was the fact that all those present were subscribers to PRINTERS' INK, the "little school-master in the art of advertising."

Its London agent, Mr. Fred W. Sears, of 138 Fleet street, brought them together, and by unanimous consent the affair was called and is spoken of as "The PRINTERS' INK dinner."

Nearly every trade, however small, has its own organization nowadays; but advertisers whose interests touch at but one point have not heretofore made any attempt to form an association of their own. The effect of so organizing cannot fail to be beneficial in increasing enthusiasm and promoting the modern science of advertising.

A GENTLEMAN who rejoices in the name of M. Stanislaus Murphy has written for a contemporary an article entitled: "The crowding out of reading matter by advertisements." But advertisements are not crowding out reading matter! The public gets a great deal more for its money to-day than it ever did before, and all because the advertising patronage of newspapers generally has greatly increased. Compare the paper of a quarter century ago with to-day's issue, and note the improvement in quantity as well as in quality of reading matter.

SINCE the decision promulgated by Third Assistan Postmaster-General Craige, as printed in another column, that it is not his business to exercise a censorship over circulars and announcements, publishers may look forward to being spared forced trips to Washington for the purpose of explaining to a department clerk something that he has failed to comprehend, and consequently has supposed must be wrong.

ROANOKE, Va., with a population of 16,159, has the same number of daily papers as Richmond (five), with a population five times as great.

A MORAL RIGHT.

That shrewd and alert journal for advertisers, **PRINTERS' INK**, has at last succeeded in its long strife against the decision of the Post-Office Department, which excluded it from the definition of second-class mail matter. It now appears with the notification in full-faced type on its first page that it is "entered at the New York Post-Office as second-class matter." Right gains its rights through perseverance. This journal has its place just as much as any of the magazines. Mr. Rowell has paid thousands of dollars extra postage charges under Wanamaker's unjust decision, now reversed. He thinks this surplus postage should be refunded, and this would be morally right; yet it is hardly likely that he expects so extraordinary a correction of error.—*Springfield Republican*, July 6.

BISSELL HAS DONE RIGHT.

Postmaster-General Bissell has done the right thing in reversing the ruling and action of Postmaster-General Wanamaker in the matter of postal charges on **PRINTERS' INK**, a publication which belongs to Mr. George P. Rowell. Mr. Wanamaker very unjustly refused to admit **PRINTERS' INK** to the mails as "second-class" matter, and forced Mr. Rowell to pay the higher rates of postage on it. Mr. Bissell has ordered the publication to be entered in its proper class, and has done right. Mr. Rowell is gratified and relieved from a burden that was unjustly imposed on him. We could never understand how so good a business man as Mr. Wanamaker could make and adhere to such an unfair decision as that which he made.—*Jersey City Journal*, July 3.

HIS IMPERIAL REIGN.

Ex Postmaster-General Wanamaker, when he was in the zenith of his imperial reign as boss of the United States mail, decided that **PRINTERS' INK** should not pass through the mail as second-class matter, thereby involving a tremendous expense to the management of that splendid journal. The *News* is glad to see that this decision has been reversed by Postmaster-General Bissell. This will be a great relief to **PRINTERS' INK**, and steps should be taken at once to recover the amount in excess of what is justly due the government in the way of postage that has been paid by **PRINTERS' INK**. It should be returned to them at once.—*Chattanooga (Tenn.) News*, July 3.

JUSTICE ONLY AFTER CEASELESS ACTIVITIES.

Postmaster-General Bissell has admitted **PRINTERS' INK**, the publication of George P. Rowell, to the privilege of the mails as second-class mail matter. This publication had been accepted as second-class mail matter from 1888 until January, 1892, when Postmaster-General Wanamaker directed that it be excluded from the mails as matter of the second class. The publisher of **PRINTERS' INK** contended that he was entitled to the same consideration as many other publishers enjoying the privilege, and he has kept up the fight in the Department with ceaseless activity until now. The Postmaster-General recently took up the case, and he has sent a letter to Mr. Rowell and the Postmaster at New York directing that the publication be restored to the privileges it enjoyed before Wanamaker withdrew them.—*Cohoes (N. Y.) News*, July 3.

THE NEWSPAPERS HAVE BEEN WITH "PRINTERS' INK" FROM THE START.

**PRINTERS' INK** has scored a victory and won the justice denied it by the Wanamaker regime in the Post Office Department. The long fight for entrance to the mails at second-class rates is crowned with success. What remains is for Mr. Rowell to demand and secure the return of the postage he has been unlawfully compelled to pay. The newspapers of the country are with him, as they have been from the start.—*Newburgh (N. Y.) Register*, July 6.

INTERESTING AND SPICY.

**PRINTERS' INK**, which was excluded as second-class mail matter by Mr. Wanamaker on the ground that it was exclusively an advertising circular, has been re-admitted by Postmaster-General Bissell. **PRINTERS' INK** is a highly interesting and spicy journal and is not read for its advertising features alone by a long shot.—*Wheeling (W. Va.) Register*, July 3.

NO IMPOSITION WANTED.

The **PRINTERS' INK**—a popular trade journal, long kept out of the mails as second-class matter by F. M. General Wanamaker without proper reason—has now been reinstated, which is to the credit of the present Post Office Department. **PRINTERS' INK** is known to the trade and liked and they do not want to see it imposed upon.—*Lockport (N. Y.) Journal*, July 3.

EVERYBODY GLAD.

At last **PRINTERS' INK**, a most valuable and interesting little paper, published by Geo. P. Rowell & Co., New York, has been restored to its proper class by the Post-Office Department. For over a year the publishers have been paying \$500 a week postage where they should have paid but \$50. It was an injustice that all are glad to see righted.—*Lancaster (N. H.) Gazette*, July 5.

ONE OF THE MOST GLARING WRONGS IN HISTORY.

At last **PRINTERS' INK** has been admitted to the mails as second-class matter. It required months of labor and the influence of the press of the nation to induce the postal authorities to retreat from a false position. But they have done so, and one of the most glaring official wrongs in history has been in a measure righted.—*The Keosauqua (Pa.) Herald*, July 6.

MIGHT ATTACH THE BARGAIN COUNTER.

**PRINTERS' INK**, which is as much a periodical as any other weekly publication, was excluded from the mails as second-class matter by Mr. Wanamaker, but his successor has reversed this unjust decision. Meanwhile the publishers have been paying out a great deal more money for postage than they should have paid, and the question arises whether they will get any of it back. Perhaps, if Uncle Sam refuses to do anything, the Messrs. Rowell might attach the bargain counter.—*Providence Journal*, July 8.

UNMERITED TREATMENT.

Our esteemed contemporary, **PRINTERS' INK**, has at last succeeded in having itself reinstated as second-class matter for transmission by mail. It is a first-class periodical of its kind and never should have been treated as it was by the late bargain-counter head of the Post-Office Department.—*Washington Hatchet*, July 3.

SHOULD BE PROMPTLY REFUNDED.

**PRINTERS' INK**, an invaluable educator in the art of advertising, has at last won its fight for re-admission to the mails as second-class matter and deserves great credit for its commendable and energetic efforts to show up the inequalities of careless rulings and vague newspaper laws. The many thousands of dollars unjustly exacted in extra postage from this journal during the controversy should be refunded promptly by the government.—*New Carlisle (O.) Sun*, July 7.

SHOWED HIMSELF UP.

Postmaster-General Bissell has admitted **PRINTERS' INK** to the second-class matter mailing privilege. Mr. Rowell should now sue the government for the thousands of dollars worth of extra postage he has paid for mailing **PRINTERS' INK**. Wanamaker showed himself up in good shape barring **PRINTERS' INK** out of the second-class list.—*Boston Weekly Journalist*, July 6.

## READY-MADE ADVERTISEMENTS.

*Original Suggestions From Various Contributors.*

Readers of PRINTERS' INK who make use of any advertisements appearing under this head will confer a favor by mailing a marked copy of paper containing same to the editor of PRINTERS' INK, Newspaper Box 150, New York City.

*For any business—(By Emil Grossman).*

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

### \$ **Dollars For Brains** \$

\$ To the persons sending in correct guesses of the number of customers in our store next Saturday, we will give \$25.00 first, \$15.00 second, \$10.00 third.

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

*For a Rubber Store—(By Jos. Grossman).*

### **NEVER BOTHER**

yourself very much about business during the hot months if you wish to keep cool; nor must you get into the habit of asking

### **A MAN**

if it is hot enough for him, when you can see very plainly that he is practically roasted; but, instead, advise him to call on us for an outfit with which to sprinkle his lawn

### **WHEN HE IS HOT.**

By so doing you will surely retain his friendship.

### **PECK'S RUBBER STORE.**

"EVERYTHING IN RUBBER."

*For a Shoe Store—(By John R. Barrett).*

### **A PAIR OF POOR SHOES**

will produce more misery, suffering, disappointment, disgust and "swear words" in a given length of time than any other article of wearing apparel.

### **A PAIR OF GOOD SHOES**

cost no more, if bought at the right place; wear longer, look better, and retain their elasticity and shape to the very end. Such a shoe is "The Millennium" that we sell at \$3.00.

**TANNER BROS.**

*For a Face Lotion—(By E. T. Hiscox).*

### **BEAUTY SKIN DEEP.**

Many people would be pleased with beauty no deeper than that. How shall they get it?

### **Use "CREME ANGELINE."**

At night steam the face over hot water, head covered with towel. Dry. Rub Creme well in.

**PIMPLES GONE.  
WRINKLES GONE.  
SKIN PERFECT.**

*For a Druggist—(By Charles Shepherd).*

### **ACROBATS**

double up of their own accord as a matter of business, and straighten themselves out without apparent effort. But a slight attack of colic, cholera or other hot weather evil is liable to double you up at a moment's notice, and you can't straighten yourself out without the aid of Schoonmaker's Sure Cure Cholera Drops—a fifteen-minute remedy for all summer complaints. Fortify yourself—keep it in the house. Prepared and sold only by

### **SCHOONMAKER,**

**The Prescription Druggist.**

*For a Druggist.*

### **SODA WATER**

AT ALL

**DRUG STORES,**

BUT

**Better at Ours  
THAN ELSEWHERE.**

All the old flavors and some first-class new ones.

**PESTLE & MORTAR,**

100 SUMMER ST.

*For Refrigerators—(By C. H. Judson).*

## Rather Cool

to tell your iceman to wait a year for his pay. No need of it if you use one of our **Ice** Refrigerators.

It keeps everything cool, including yourself, for it uses so little ice you are glad to pay your bills promptly.

Yes, they use ice—some—but not so much as most others, and you would enjoy looking at one. Call in.

*For a Music Store—(By J. F. Sullivan).*  
We haven't any

## Stradivarius Violins

in stock, but we can give you the best musical goods that are made nowadays, and at a price lower than ever.

"Annie Rooney," "Maggie Murphy" and "Ta-ra-boom-de-ay" all stopped at our store while in town. We make it a specialty to have the latest vocal successes before any one else.

**MELODY'S MUSIC STORE.**

*For Men's Furnishing.*

## A NIGHT-GOWN

makes a good collar, but for any other purpose it is useless! The reason that the swells are all wearing

## PAJAMAS

is because they don't get out of place, no matter how much a man kicks about on a hot night. Let us show you what a comfortable summer garment it is when made of light Japanese Silk.

*For any business—(By C. De Vos).*

## SEE THE POINT?



Trade at St. Crispin's if you want the best shoes for the least money.

*For a Shoe Store—(By John S. Briggs).*

## One Another MAN'S Meat, Poison.

One says he must wear broad-toed shoes; another, that pointed shoes have never given him the slightest inconvenience.

The Smith shoe is made in both styles, and both are best for some people.

Whichever style you wear easiest, you will be suited "to the ground" if you buy the Smith.

*For a Grocer—(By Geo. L. Mitchell).*

## There's Many a Sip

twist the cup and the lip, if the cup contains our "Arabian" Blend Coffee.

The coffee is of excellent quality and flavor, and is all Pure Coffee. The price—35 cents.

## We Tell You Frankly

it is not our highest grade, but you can certainly have confidence in it when we say that it has excellent drinking qualities and is pure.

**NICE & GOOD, Fancy Grocers.**

*For a Hatter.*

## IT'S NO

## SLOUCH

but a well-made, light-weight straw,

**The Hat we are offering to-day for \$1.50,**

any width of brim you like, and your choice of white, black or colored bands. Take a look at them if you pass our store to-day.

**STOVE, PIPE & CO.**

*For a Grocer.*

**IF YOU ARE PARTICULAR ABOUT WHAT YOU**

## E=A=T

we can suit you on Groceries. New seasonable specialties constantly arriving.

Foreign and Domestic Fancy Cheese a specialty.

We sell Teas. Prices on Tea same as everywhere else, but somehow our trade keeps increasing. Our customers know why.

New Raisins, Figs, Prunes, Citron, etc., now arriving.

We have several specialties in fine Table Raisins.

Telephone 638-3.

Watch for our "ads."

**MARRINER & COMPANY.**



## SECRETS OF THE PATENT MEDICINE TRADE.

The prejudices of medical men, perhaps, are as much responsible as anything else for the bad odor in which the trade in patent medicines lives and moves and has its being. Certainly there are not many branches of legitimate commerce so well abused as this. And yet it is a business honestly carried on by a most respectable class of merchants, and one capable of defense on many grounds.

It is a great mistake to suppose, for example, that all proprietary medicines are, in popular parlance, "a swindle." It would neither be profitable nor reasonable for men to spend money and use ingenuity in puffing something which could not be shown to do, at least in numerous cases, what it professed; and, moreover, since most medicines are prepared from comparatively cheap materials, it is practically just as easy to give a good article for the money as a worthless one. Although advertising has much to do with popularizing a remedy, there is not the least doubt that by far the largest and most lucrative part of the sale of any patent medicine is obtained by recommendation and repeated purchase.

It is a well-understood maxim, also, among patent medicine proprietors, that a remedy which has prompt and unmistakable effects is always more easy to make a sale for than any other class of medicine. Thus, pills and sleeping draughts are easier to sell than tonics or digestives, of which latter a more or less prolonged treatment is necessary to demonstrate the effects.

But the object of the present article is not to defend patent remedies, but to show in some measure how a business of this kind, on a large scale, is worked.

It may be admitted at once that, given a good article, and one capable of giving relief in as many different complaints as possible, the most important step is to secure a capable and ingenious advertising manager. Such a person, having made himself thoroughly acquainted with the claims and capabilities of the goods, will proceed to draw up a suitable handbill of directions for use. There is much importance, also, in taking care that the appearance of the package, when made up ready for sale, shall be as distinctive and prepossessing as possible—dis-

tinative, in order that it may not be confounded with anything else; prepossessing, so that chemists may see in its attractive appearance a reason for giving it a prominent position in their shops.

Then the first advertisements for the newspapers must be written. When a medicine is new, it is not sufficient to blazon the name everywhere, as an old and well-grounded advertiser can afford to do. Something convincing and attractive—something that will induce people to read the advertisement, and having read it, to think of and purchase the goods—must be devised. The address of the proprietor must be shown, so that (as the medicine will not yet be on sale at every shop) the public may have no difficulty in seeing how to get the goods.

If any testimonial has been privately obtained, it is made the most of. It is a great mistake to suppose, as many outsiders think, that testimonials published by medicine proprietors are false. As a matter of fact, it is very easy to obtain testimonials for publication. A certain class of people are quite proud to give evidence in print, and they like to see their names in the newspapers. Every medicine advertiser knows the advantage of printing such testimonials, with the full names and addresses of the writers, and the better the class of the latter, the more effective does the advertising become. You can sell more medicine by curing a royal or ducal stomach-ache than by removing a plebeian cancer. Nothing sells medicine like a titled recommendation.

The pretty little books, in colored covers, that we all of us find occasionally in our letter boxes are not prepared without great forethought and ingenuity, and they are printed in very large numbers. Five to ten millions of little booklets is by no means an unusual order given by one large firm in London. Such books, in these numbers, cost from fifteen shillings to one pound a thousand, so that even a single million means a large sum of money invested. The men and boys who distribute the books get from half-a-crown to six shillings a thousand for the work. Then there are, of course, large numbers distributed by the chemists, whose names and addresses the manufacturer will often take the trouble to print specially on the books. Newspaper advertising is very expensive also. A



column in a good daily paper will cost from £20 to £25 in London, and from £5 to £15 in the country. Weekly papers charge, many of them, as high as thirty shillings an inch, single column, for advertisements! Wall posters, again, are very costly, both to print and to post.

With all these expenses, it will be seen that, although the profit on the sale of a bottle of a patent medicine is undoubtedly a large proportion, the business is not all profit, by a long way, and it takes a good many shillings (even if the price were all profit) to pay for a million pamphlets or a series of large newspaper advertisements. Often the whole profit, and as much again, will be absorbed year after year, without return to the advertiser, before the business is established on a paying basis, and then it may take many years to recover the original investment. A good deal of money is taken out of the pockets of the advertiser by imitations, which, though just outside the law, are yet near enough to the appearance of the real article to be sold largely by dishonest retailers.

There is a firm in London, which does an open trade, in the wholesale way, in supplying shop-keepers with substitutes for popular advertised medicines, got up as nearly like the real ones as the law will allow, and undoubtedly intended to rob both the advertiser of a popular remedy and the purchasers thereof, since these imitated goods are made as cheaply as possible, and without regard to anything but a rough resemblance in appearance and taste to the proper goods.

"Patent" medicines are very often not really patented at all. A patent requires that the true composition of the remedy should be made known in the specification, which is obtainable by any one at the Patent Office, London. The Government stamp, attached to all proprietary medicines, yields a rich revenue. It used to be said that this official stamp was made use of to make ignorant people believe that the medicine was vouched for by the government. But the stamp now bears the words: "This stamp implies no government guarantee," which gets over the difficulty.

Many people are curious as to the prospects and expense of making a sale for a new medicine. It may, therefore, be interesting to state that, in the present condition of the market, at least

£200,000 has to be sunk, in addition to the expenses of manufacturing and handling the goods, before any new remedy intended for general consumption can be expected to pay its way; and the prospects of success, even if this large sum is available, will largely depend upon the ingenuity, genius, and experience of the proprietors.—*London Tit Bits.*

#### HISTORY IN ADVERTISEMENTS.

*From the Indianapolis Journal.*

If one should assert that a history of any recent period could be written from the data supplied by the advertisements of the newspapers, the statement would scarcely be believed until one could give it consideration, after which he would conclude that it might be done. From the advertisements of newspapers an expert might write the history of the railroad development in this country. The scanty cuts of locomotives and cars would furnish an outline, while the improvements and advantages set forth in the advertisements would furnish a writer, if he possessed a fair amount of originality, with the filling for the work. The financial history of the government could be fully written from the advertisements of Treasury officers and bankers dealing in public securities. Doubtless advertisements in New York commercial papers would show that, late in 1860, a United States loan could not be placed at par bearing six per cent. interest. Similar advertisements would show not only the rates of interest such securities bore during different periods, but the fact of the issue of legal tender greenbacks and the premium which gold commanded from time to time. The results of great battles during the war and the popular feeling, whether hopeful or despondent, could be told in the ups and downs of the prices of bonds in gold or in currency. Without other record, the collapse of the rebellion could be told from the fall in the premium on gold and the sale of seven-thirty bonds.

The advertisements of the Treasury and banks directly after specie resumption, announcing the sale of millions of four per cent. bonds and of the premiums which these bonds commanded after a brief season, tell us eloquently and accurately the story of the achievements by which the rate of interest paid by the United States and the people was reduced nearly one-third, as did the official report of Secretary Sherman. The development of American industries can be traced in the advertisements announcing novel home products. Transient as are the fashions of dress, the clever writer could tell their rise and fall from the outlines supplied by the dealers in fabrics and millinery.

In the years to come the writing of advertisements which will always attract attention will become more and more a literary employment, since the writer must not only be well read, but must possess, in a high degree, the literary art of putting things. At the rate this branch of newspaper making is being developed, the time is not far distant when it will be announced that this or that noted advertisement writer will contribute a special advertisement to a forthcoming issue, for the same reason that publishers of magazines now announce that the next number will contain a story by Howells or a poem by James Whitcomb Riley.

NOT the number of papers disposed of, but the number bought to read, is the thing that concerns the advertiser. Guessing-contest coupons and cyclopedia checks may inflate by thousands the temporary sale of a newspaper, but the advertiser who pays increased rates therefor is, to speak plainly, a victim of bunco. The waste-basket is always a gainer, and the man who wins the prize—perhaps; but in no case the advertiser. — *Newspaperdom.*

## SOME LEADING NEWSPAPERS.

### ARKANSAS.

**BAPTIST VANGUARD**—A weekly, published at Little Rock, has the largest circulation rating accorded to any organ of the colored race published in Arkansas.

### CALIFORNIA.

**OUR HOME**, San Francisco—Is given an average monthly issue of 26,339, by far the largest of any monthly in California.

### COLORADO.

**LEADVILLE HERALD-DEMOCRAT**—Is given a higher circulation rating than any other daily in Colorado outside of Denver.

### DISTRICT OF COLUMBIA.

## EVENING STAR,

WASHINGTON,

is the only daily paper in the District of Columbia the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular average daily issue for the past year of **36,986** copies.

### GEORGIA.

**JOURNAL**, Atlanta, is the only daily paper in Georgia and its weekly edition is one of the (only twenty) weekly papers in the State the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **18,088** copies daily, and **11,056** copies weekly. This is the largest circulation rating given to any daily in the State.

### ILLINOIS.

**Rights of Labor**, Chicago—Of the dozen papers in the country devoted to the interest of the Knights of Labor, this weekly is accorded a larger circulation rating than any other, with one exception.

### INDIANA.

The **Indianapolis News** conditions payment on larger circulation than any other three dailies in Indiana combined. Average over 30,000.

**American Nonconformist**: Issued at Indianapolis, has a higher circulation rating than is accorded to any weekly newspaper in Indiana.

### KANSAS.

**TOPEKA ADVOCATE**—Official State paper. Farmers' Alliance organ—credited with the largest weekly circulation rating in Kansas.

### MASSACHUSETTS.

**Farm-Poultry**, Boston, monthly: regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

### MISSOURI.

**MEDICAL BRIEF**, monthly. St. Louis, has a regular issue of 39,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

## NEW YORK.

### THE

## Daily Metal Market Report,

292 PEARL ST., N. Y. CITY,

is one of the (only six) daily papers in the city the accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **400** copies.

**PHONOGRAPHIC WORLD**, New York City, is one of the (only forty-two) monthly publications in the city the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 21,743 copies. Is read monthly, from cover to cover, by hundreds of thousands of stenographers and type-writers. Libraries and associations alone subscribe for over 300 copies. Address *Phonographic World*, 45 Liberty Street, New York City.

### OHIO.

**The American Builder**: Cleveland, is accorded the largest circulation rating of any architectural or builders' journal west of New York.

### PENNSYLVANIA.

**Pittsburgh PRESS** has the largest circulation rating of any daily in that city, viz: **44,964**

Colliery Engineer, monthly, Scranton, Pa., has the largest circulation rating accorded to any paper in America published in the interest of mining. Its circulation is national.

### TENNESSEE.

**MEMPHIS APPEAL-AVALANCHE**—Is given a larger circulation rating for its daily, a larger circulation rating for its Sunday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

### VIRGINIA.

**BIBLE READER**—Weekly, published at Richmond, is given the largest circulation rating of any paper published in Virginia.

## Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

**SUPERIOR** Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

**BADGES** Flags, Banners, Catalogues free. HICKS & CO., Palmyra, N.Y.

**SEATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

**JOB PRINTING** First-class, and no other. Printers' Ink Press, N.Y.

**BE INDEPENDENT**. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 28 West 23d St., New York City.

**FREE SAMPLE COPIES AND RATES**. We reach the people. THE GREAT WEST, Aberdeen, S. D.

**LET ME SHOW YOU SOMETHING**

if you advertise in local newspapers. Send address. CHAS. W. HARPER, Columbus, O.

**GERMANIA** Magazine for the study of the German lang. and litt. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N. H.

**DIRECTORY PUBLISHERS**, please send and price list of your directories to U. S. ADDRESS CO., L Box 1497, Bradford, McKean Co., Pa.

**PATENTS** HOPKINS & ATKINS, Washington, D. C. 20 years' experience. Write for information

**TRADE-MARKS** Registered in U. S. and abroad. Interferences and infringements conducted Advice free. Write. GLASCOCK & CO., Washington, D. C.

**PUBLIC OPINION** Always pays Advertisers. Washington. New York.

## NEW YORK LEDGER

**\$1.00**—Visiting Cards. We will engrave a copper plate and print 50 visiting cards for \$1.00. Samples, 4c. Satisfaction guaranteed. For 10c. we will mail copy of our book, "Card Etiquette." **BELLMAN BROS., Toledo, O.**

**THE EVENING JOURNAL,**

JERSEY CITY'S

**FAVORITE FAMILY PAPER.**

Circulation, - - - - **15,500.**

Advertisers find IT PAYS!

### RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address **F. D. BELKNAP, Pres., 314, 316 Broadway, New York City.**

## WHEN

making up your list for the season don't forget our **30,000 PROVEN; 15c. PER LINE.** Get a copy.

ONCE A MONTH, Detroit, Mich.

## WATCHES

Are the Best **PREMIUMS.**

Address the manufacturers direct.

**THE PHILADELPHIA WATCH CASE CO., RIVERSIDE, N. J.**

## A SMALL MAN A BIG BOY

**CAN OPERATE IT.**

*The "New Model" Web Perfecting Press,*

- - BUILT BY THE - -

**CAMPBELL PRINTING PRESS & MFG. CO.,**

**NEW YORK AND CHICAGO.**

It is regularly read in

# One Million and a Quarter Homes!

Send for map and sworn statement.

And brings returns from

## Five Million Cash Buyers!!

Try it and you'll see.

That's the truth about

# Comfort!!!

"16 pages of copyrighted comfort-bringing cleverness."

**None like it in matter and make-up!**

**None anywhere near it in sworn circulation!!!**

**None equals it as a profit-bringing advertising medium!!!**

Space of leading agents and of us direct. The Gannett and Morse Concern, Publishers, Augusta, Maine. Boston Office, 228 Devonshire Street; New York Office, Tribune Building, Henry Bright, Representative.

"If you put it in Comfort it pays."

## DON'T

Order any kind of cuts for printing until you have heard from us. It will pay you to write us  
**CHICAGO PHOTO ENG. CO.**



**ALL ARITHMETICAL PROBLEMS** solved rapidly and accurately by the Comptometer. Saves 66 per cent. of time and entirely relieves mental and nervous strain. Adapted to all commercial and scientific computation. Why don't you get one! Write for pamphlet.  
**Felt & Tarrant Mfg. Co.,**  
53-55 Illinois St., Chicago.



**NEW YORK.**

**200,000** Circulation Monthly; Guaranteed.

**PAGE & RINGOT, Publishers.**

### ADVERTISING RATES:

80 Cents per Agate line. No discounts for time or space.  
5 per cent discount for cash with order.

To advertisers who wish to reach the ladies this is one of the best mediums in the country. Why not try the **QUEEN OF FASHION** once and be convinced by the returns you will receive!

**QUEEN OF FASHION, 46 E. 14th Street,**  
(UNION SQUARE) **New York City.**

## THE DOCTOR OF BUSINESS

Is a good advertisement. When business is good you need it to keep it healthy, and when it is poor you *must* have it to invigorate it. Write us, giving full particulars of what you wish to accomplish and the amount you will expend, and we will prepare a good advertisement for you and tell you where, in our judgment, it should be placed to do the most good.

**The Geo. P. Rowell Advg. Co.,**  
NEWSPAPER  
AND MAGAZINE ADVERTISING,  
10 Spruce Street, New York.

## COST AND RESULT

as a means of profit and loss in advertising is something of interest to every advertiser.

There's as much difference in mediums as there is in men. Their merits depend on the quality of their circulation, as well as quantity. Allen's Lists have the largest yearly paid-in-advance subscription list—the cream of the rural population of America—that's quantity and quality—hence results must and do follow.

The constant patrons of their columns proclaim their merits.

Office of **W. E. SKINNER, Coin Broker and Publisher.**

**Boston, Mass., June 7, 1893.**

**E. C. ALLEN & Co., Augusta, Maine:**

GENTLEMEN—It may please you to know that after checking up results from the twenty-eight-line advertisement which we inserted, we find the results from Allen's Lists to be exceedingly large in proportion to cost. I mention this, as a great many other papers have a high charge for very slight results.

(Signed)

Yours resp'y,

**W. E. SKINNER.**


It uniformly follows when results are in any way traceable, and the advertiser keeps the record, that a remarkably large business is shown, in proportion to the cost of advertising. There is no disagreement on this point. Are you not looking for just such a medium?

Test Allen's Lists, and make the comparison with the best mediums you are using. We have no fears as to the outcome of the comparison.

**E. C. ALLEN & CO., Proprietors, Augusta, Maine.**



*Would you  
like an  
Advertisement  
Printed  
in Colors in  
THE NEW  
YORK  
RECORDER?*



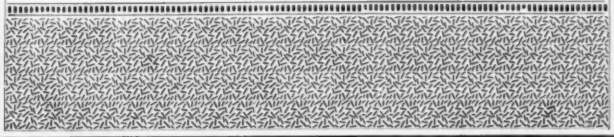
It is the only Daily Newspaper in the World that does this sort of thing, you know.

Doesn't it strike you that such an advertisement would attract attention?

And don't you think that such an advertisement would make an impression?

Only a limited amount of space is given each week to advertisements, and it is necessary to arrange well in advance.

Rates, etc., will be given on application.



# Daylight at Last!



NOT CALLED UPON TO EXERCISE  
ANY CENSORSHIP.

NEW YORK, July 6, 1893.

Hon. KERR CRAIGIE, Third Assistant Post-  
master-General, Washington, D. C.:

DEAR SIR—Inclosed we hand you proof of a circular which we propose issuing, if it meets with your approval. Will you please inform us whether there is anything in this proposition that breaks the second-class postage law or would endanger the right of PRINTERS' INK to be carried at second-class rates. Very respectfully,

PRINTERS' INK.

NEW YORK, July 10, 1893.

Hon. KERR CRAIGIE, Third Assistant Post-  
master-General, Washington, D. C.:

DEAR SIR—The inclosed correspondence is submitted to you for the purpose of ascertaining whether, by compliance with the request of the publisher of the Kingston (N. Y.) *Freeman*, as therein set forth, we shall violate any postal law or regulation. If such compliance does violate a law or regulation, will you kindly instruct us where the same may be found, so that we may make ourselves familiar with the requirements thereof, and govern ourselves accordingly. Your reply will oblige, your obedient servants,

GEO. P. ROWELL & Co.,  
Publishers of PRINTERS' INK.

P. S.—Kindly return the inclosure, with answer.

NEW YORK, July 10, 1893.

Hon. KERR CRAIGIE, Third Assistant Post-  
master-General, Washington, D. C.:

DEAR SIR—There is a considerable number of persons doing business in various parts of the United States as advertising agents. They number two or three hundred, more or less. Newspapers generally are in the habit of sending their publications to these men, in order that they may be kept at their office and exhibited to inquiring advertisers. Some of these advertising agencies receive regularly as many as ten or twelve thousand separate newspapers, for no one of which do they pay anything, except in the service which they render. We desire to have PRINTERS' INK on file with these advertising agencies, and, with the view of calling their attention to our desire, we propose to send to each a postal card bearing the matter hereto attached. If by doing this we violate any Post-Office law or regulation, we desire to refrain, and also to have pointed out to us the particular law or regulation we should violate, so that we may make ourselves familiar with it and abide by its requirements in the future. Trusting that you will favor us with a reply by return mail, we are, your obedient servants,

(Signed) GEO. P. ROWELL & Co.,  
Publishers of PRINTERS' INK.

WASHINGTON, D. C., July 11, 1893.

GEO. P. ROWELL & Co.,  
10 Spruce Street, New York:

SIRS—Your letter of the 6th inst., submitting proof of a circular which you say you

propose issuing, "if it meets with" my "approval," has been received. In reply, I beg leave to say that, in my judgment, this office has nothing to do with the forms of circulars which publishers may find it expedient to issue in the transaction of their business. If, therefore, the one in question suits your purposes, I do not see why I should be called upon to exercise any censorship whatever over it. In connection, however, with the suggestion made in your circular as to the getting of "complimentary subscriptions" to PRINTERS' INK, I think it is not inappropriate to specially call your attention to the fact that the Department has repeatedly decided, and still holds, that parties receiving a publication gratuitously, at the instance of persons interested in its circulation, cannot be regarded as subscribers in making up the "legitimate list" which the law prescribes as one of the conditions upon which newspapers and periodicals may be admitted to the mails at the second-class rates of postage. The foregoing may also be considered as a reply to your two letters of the 10th inst., both of which are practically presentations of the same question. In compliance with your request, the inclosure submitted is returned herewith. Very respectfully,

(Signed) KERR CRAIG,  
Third Assistant Postmaster-General.

The decision of the Third Assistant Postmaster-General, as set forth above, fixes the legitimacy of 16,399 subscribers, whose names appeared upon the mailing list of PRINTERS' INK on the 8th of January, 1891, at the time it was excluded from the second class mail, on account of a clerical blunder originating between Mr. Fountain, Chief of the Stamp Department, and one Haynes, who was then the clerk of Assistant District Attorney Tyner. This inexcusable clerical blunder has cost the publishers of PRINTERS' INK more than \$30,000.

It is, doubtless, some satisfaction to a man who has been clubbed by a vicious policeman, to have it afterwards made plain that he has done only what a good citizen might be commended for doing, but the clubbing hurt all the same, and the officer who was so remiss ought at least to be dismissed from the force.

**PUBLISHERS MAY PAY FOR "PRINTERS' INK" SUBSCRIPTIONS IN ADVERTISING.**

RONDOUT, N. Y., July 3, 1893.  
GEO. P. ROWELL ADV. CO.:

GENTLEMEN—Now that the Postmaster-General has decided in your favor, can we make an arrangement to pay for a number of copies of PRINTERS' INK in advertising? How many subscriptions are we still credited with on account of advertising already done?

Respectfully yours,  
(Signed) JAY E. KLOCK.

Publishers who wish to obtain subscribers for PRINTERS' INK, and pay for them in advertising, should first write and tell exactly what they want, so that the terms may be understood and agreed upon in advance. Address

**PRINTERS' INK, 10 Spruce St., New York.**

NEW YORK, July 7, 1893.

In answer to the above letter, please tell us what you want to do and we will communicate with you. We haven't any record of an existing account by which you may be entitled to some copies of PRINTERS' INK. You have the original order. Please let us know what your own views are as to what is due you, and if they seem reasonable, as no doubt they will, we shall acquiesce in them. In answering, please write on this sheet. The Geo. P. Rowell Advertising Co. is not interested in PRINTERS' INK. That corporation is quite separate. On this subject please address all communications simply

PRINTERS' INK,  
10 Spruce St., N. Y.

In August, 1891, we began the insertion of an advertisement which we continued one year, and for which we were to have nineteen subscriptions to PRINTERS' INK. To the best of our recollection we have not had more than half a dozen of them, but to make certain that we do not take too much, will be pleased to settle in full for seven subscriptions, names for which we will send if you agree to this. We should like to pay for about twenty additional subscriptions in advertising space, if possible.

Yours truly,  
(Signed) JAY E. KLOCK, Pub.

Referring again to the correspondence about subscriptions to PRINTERS' INK: If you send us the seven names you wish added to the list, in payment for service already performed by you, we will put the names on the mail list at once. Before deciding about the new arrangement about twenty additional subscriptions, we wish to submit your proposal to the Department at Washington, and as soon as we hear from them, we will communicate with you further.

Very respectfully,  
PRINTERS' INK.

RONDOUT, N. Y., July 11, 1893.

PRINTERS' INK, New York City:

GENTLEMEN—Yours of the 10th inst. received. Kindly send us a copy of your mailing lists for Kingston and Rondout, so that we may order the magazine sent to firms which do not now receive it.

Truly yours,  
J. E. KLOCK.

NEW YORK, July 12, 1893.

DEAR SIR—Here is the list of subscribers asked for in Rondout and Kingston. A letter from the Third Assistant Postmaster-General, received this morning, makes it plain what we always supposed: That it is no part of the business of the Department to interfere with a publisher's affairs in the way from which PRINTERS' INK has suffered so severely during the past year and a half. We shall, therefore, be glad to have you obtain twenty subscribers as you propose, and pay for them as you propose. Please address,

PRINTERS' INK,  
10 Spruce St., N. Y.

## THE BILL-POSTER'S MISTAKE.



—Life.

Editor: Always write your jokes on the thinnest paper you can get.

Young Humorist—Why?

"So I can see through them,"—*Truth*.

The Greenland newsboys, who cry "Ere's yer Arrangaghtio Natingnavnik Sysarammas Sivik," have well developed lungs.—*Californian Magazine*.

Scribble: I say, Van, you'll be there the night they produce my play?

Van Trump—Can't promise, old man. But if I'm not, my grandchildren will be.—*Kate Field's Washington*.

Polite.—Reeder: I thought Jokeleigh was a humorist. He didn't say anything funny last night at the club dinner.

Rownder—He probably didn't want to talk shop.—*Puck*.

No Voice in the Matter.—Editor: The style of this article is too severe and stilted.

Young Scribble—But it's a translation from the great Victor Hugo.

Editor—That's nothing; just change it. He'll never know the difference; he's dead.—*Puck*.

"I didn't know he was a story-writer."

"Oh yes. Why, people who read his stories nearly go wild!"

"You don't say. How's that?"

"They always wind up with an advertisement."—*Truth*.

Handicapped.—Funnyboy: Did you ever notice the advantage the funny book has over the funny paper?

Joke Editor—In what way?

Funnyboy—Why, it is bound to please.—*Town Topics*.

Managing Editor to New Man.—I see that you are turning out an immense amount of work from your department. Don't you need an assistant?

New Man—All I need is a good scissors-grinder and I can keep this gait up year in and year out.—*Detroit Free Press*.

The *Industry Enterprise* says that a farmer living near that place was much surprised upon opening his paper to find a spider therein. As he was very superstitious he thought it a bad omen, but finally decided that he was looking to see who advertised, so he could go to the stores of those who did not advertise and spin his web where he would not be disturbed.—*Burlington Hawkeye*.

## RELATIVE IMPORTANCE.

Here is an exact comparison of the amount of space devoted to public events by the great daily newspapers:

An eloquent sermon, -	-
A theological discussion, -	-
An important Act of Congress, -	-
A failure of wheat crops, -	-
A barroom row, -	-
A police raid, -	-
A breach of promise case, -	-
A divorce case, -	-
A murder, -	-
A murderer's trial, -	-
An execution, -	-

W. L. RICHMOND, in *Truth*.